HEALTHY FOOD ACCESS FUNDING

FY2017

FY2017 Austin Public Health Budget

Chronic Disease and Injury Prevention

\$400,000 on-going funding

- Healthy Food Retail Initiatives
 - Farm Stands
 - Mobile Markets
 - Healthy Corner Stores
 - Food Hub
 - Evaluation
- Nutritious Food Incentive Pilot
- Business Consultation

Social Services

\$300,000 one-time funding

- Research
- Marketing
- Enrollment Assistance & Message Delivery



FRESH for LESS

Good food close to home.



Los Cielos Park

Tuesdays, 5-7pm Corner of Campana Dr & Los Cielos Blvd Del Valle 78617

Hornsby-Dunlap Elementary School

Wednesdays, 4-6pm 13901 FM 969 Austin 78724

Kipp East Campus

Fridays, 3:30-5pm 8509 FM 969 Austin 78724

* 3 new locations coming in March!



Dove Springs Recreation Center

Saturdays, 10:30 am- 12:30 pm 5801 Ainez Drive Austin 78744

St. Elmo Road

Wednesdays, 4-6 pm 4320 S Congress Ave Austin 78745

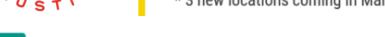


Cunningham and Odom Elementary

Will resume in March



* 2 new sites (TBD) coming in 2017!











HEALTHY CORNER STORES





The Healthy Corner Store contract with GO! Austin / VAMOS! Austin is continuing with increased funds to expand in other locations in 78744 and 78745. The program expects to add four to six new locations in 2017!



PILOT EVALUATION COMING SOON . . .

- . Hula Hu Market, 4901 S 1st St
- Teri Metro Mart, 2009 Teri Rd
- EZ Food Store #5, 6400 S 1st St
- EZ Food Store #3, 710 W William Cannon Dr



- Bread Basket, 2623 Jones Rd
- 7-Eleven, 6306 Manchaca Rd
- Stassney Food Mart, 5717 S IH-35
- Texaco Food Spot, 6607 S Pleasant Valley



Nutritious Food Incentive Pilot

Double Dollar Incentive Program

- Managed by Sustainable Food Center;
 COA and private funding
- Farm Stands Accepting DDIP:
 - Springdale
 - Green Gate
 - St. Elmo Road
 - Cunningham
 - Dove Springs
- Farmers Markets Accepting DDIP:
 - SFC Markets
 - Texas Farmer's Markets
- Mobile Markets Accepting DDIP:
 - · Hornsby-Dunlap Elementary
 - Los Cielos Park
 - KIPP Austin Public Schools

Pilot Incentive Program

- Managed in partnership with Sustainable Food Center, City of Austin, and Fair Food Network
- Link to Texas grown produce
- Program design in process
- On-site stakeholder meetings with FFN March 6-8 (tentative)
- Potential 1-5 pilot retail locations (corner store → large-scale retail)

SNAP Coordinated Messaging Campaign

Stage 1: Research

- Contract in negotiation with consultant (~5 months)
- Identify profile of eligible and unenrolled population, where they live, and how they consume information
- Summarize barriers and make recommendations

Stage 2: Message Design

- Initiate contract after completion of stage 1 (with marketing firm)
- Use information from stage 1 to develop strategic campaign to reach eligible, unenrolled pop
- Earned media, paid media, social service coordinators
- Goal to increase enrollment AND awareness of healthy food retail options

Stage 3: Message Delivery

- Two-year contract with Central Texas Food Bank
- Increase social service coordinators for enrollment assistance
- Deliver message campaign